

GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project ♦ December 1999

Carter Cites Watershed Protection in Canal Speech

In the official ceremony December 14 to mark the transfer of the Panama Canal to Panama, former President Jimmy Carter noted that environmental protection of the canal's

watershed—an area that involves GreenCOM—is one of the main reasons for continuing U.S. involvement in the area.

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GreenCOM Research Helps Missions Meet Reporting Requirements

USAID missions often find it difficult and expensive to get good quantitative information to show how they are progressing towards their strategic objectives. Because GreenCOM collects this type of data in the process of doing its work, missions that work with GreenCOM often get two benefits for the price of one.

In designing its communication strategies, GreenCOM always focuses on the target audience and always engages in audience research. We begin with a baseline survey of the knowledge and attitudes of target audiences and follows up with another survey after the project to measure any change. The baseline data not only help guide the design of the education and communication messages, but can also measure the broader indicators that missions have developed to assess progress towards their strategic objectives. For example, in El Salvador GreenCOM data was used to show progress towards the mission's strategic objectives dealing with civil society and local governance. Missions that can show quantitative progress toward their strategic objectives are better able to sustain ongoing activities and capture resources for future programming.



GreenCOM Director, Brian Day, presents a certificate to Galina Chan, one of the 30 speakers at GreenCOM's International Symposium in Cincinnati

International Symposium on Education and Policy Attracts 100 Participants

GreenCOM attracted 100 participants to a two-day International Symposium, "Creating Environmentally Sound Policy: How Communication Can Help Make It Happen," in conjunction with the Annual Conference of the North American Association for Environmental Education held in late August in Cincinnati.

This was the first international conference that focused on how education and communication can help influence environmental policies. Highlights of the presentations are reported in the latest issue of *Human Nature*, GreenCOM's newsletter to environmental educators, and also available on the GreenCOM website.

About 30 presentations were selected from over 100 submissions in response to GreenCOM's call for papers. Presenters were from Uganda, Benin, Ghana, Tanzania, Nepal, the Philippines, Egypt, Mexico, Pakistan, Namibia, Brazil, Australia, Spain, Switzerland, Canada, the United Kingdom, and the United States. Co-sponsors of the symposium included the World Wildlife Fund and the Initiative for Social Action and Renewal in Eurasia (ISAR), both of which helped fund participant travel, and Conservation International, which provided a speaker.

GreenCOM Wins National Award

The National Association for Interpretation (NAI) presented USAID and the Academy for Educational Development with its Interpretive Media Award honoring a GreenCOM poster on the National Protected Area System of Nicaragua. GreenCOM earned third place in the poster category.

GreenCOM's award-winning poster highlights the *Nicaragua... Naturalmente* postage stamp series dedicated to the conservation of protected areas across the country. Under an agreement brokered by

GreenCOM, a portion of the proceeds from the sale of this stamp series is donated to a local NGO committed to environmental conservation. The poster is part of a series of materials including tourist guides, brochures, maps and posters created to support better management of protected areas in Nicaragua. GreenCOM's Peter Templeton, who worked on the project, accepted the award on GreenCOM and USAID's behalf, at the NAI annual meeting in October in Syracuse.



This report uses a tabloid format and cost-minimizing production methods. It is printed on recycled, post-consumer waste paper and was produced entirely in-house at AED using desktop-publishing software and photocopying equipment.

Panama

Protecting a Vital Watershed

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Speaking at Miraflores Lock at Ancon, Panama, Carter said, "It is crucial that the United States continue to provide cooperation and support as Panama faces the challenges that are now being inherited. We will have to protect from further environmental damage the watershed that provides 52 million gallons of fresh water for each passing ship." Other issues that will require help from the United States include stopping drug trafficking, continuing modernization of the canal, and disarming unexploded ordinance in a former firing range, he said.

As the Panama Canal passes from U.S. to Panamanian control, GreenCOM and USAID continue to work with the Panama Canal Authority (PCA) to increase awareness of the importance of maintaining a healthy watershed for the canal. The day after the transfer ceremony, GreenCOM's resident advisor Jose Ignacio Mata presented a TV, radio, and print media campaign plan to the PCA's Public Relations and Watershed Departments. The campaign, planned for early 2000, will inform the public, influential members of private sector, and government representatives about why the watershed is vital and must be protected. The plan involves use of private contributions to produce the communication and educational materials. Mata's presentation, which was favorably received, will now proceed for final approval by PCA administrators.

Also in Panama, GreenCOM consultant and environmental interpretation specialist Dr. Sam Ham of the University of Idaho is completing a study of ecotourism operators which he will present to officials in the Panamanian Environmental Authority (ANAM) and the Institute for Tourism (IPAT). Ham also worked with Mata and Jerry Bauer of USAID to identify appropriate locations for outdoor informational signs for visitors to the country's five protected watershed areas. His next project is to prepare a visitor survey of several watersheds to find out who visits these areas and what attracts them—the first step in making these protected areas more attractive to low-impact visitors.

Mali

Integrating Environmental Education

During the 1997-98 school year, GreenCOM helped the National Pedagogical Institute (IPN), a unit of the Ministry of Education in Mali, design a teacher's guide to help teachers integrate environmental education throughout the grades 3-6 curriculum. IPN with GreenCOM's assistance trained 90 teachers from 18 schools located in three regions of Mali—Koulikoro, Bamako and Sikasso—to use the guide. This year GreenCOM followed up with a survey to find out whether the integrated curriculum improved students' knowledge and attitudes about priority environmental themes in Mali. Students took knowledge and attitude tests on environmental topics both before

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Egypt

New Policies and Old

In September, GreenCOM began its fourth project in Egypt this one with the Environmental Policy Project (EPP). GreenCOM's role is to provide public-awareness and environmental-education expertise working with six other contractors and three Egyptian government agencies.

USAID, working with the government of Egypt, hopes to implement a set of new environmental policies and to enforce compliance with existing policies. GreenCOM will work on solid waste,

and after learning the curriculum. Three types of curricula integration were tested—no integration of environmental topics, partial integration, and more integration—at two levels: younger (3rd and 4th grades) and older (5th and 6th grades). Preliminary results show that students in classrooms where teachers integrated more environmental content showed more gains in knowledge and attitudes than the overall trend. However, younger students in classrooms with partial integration actually showed a decrease in both knowledge and attitudes. The results are being analyzed by GreenCOM researchers Orlando Hernandez and Reva Schwartz and will be submitted to a peer-reviewed journal.



Tanzania

Roots & Shoots

At the request of USAID/Dar es Salaam, GreenCOM is funding several activities by *Roots & Shoots* clubs, part of the global activities of the Jane Goodall Institute. The *Roots & Shoots* clubs involve school children in community environmental improvements. The GreenCOM activity will double the number of clubs in Dar es Salaam to 40 and the number of involved students to 1000. A new teacher's manual, "Making Connections: a Guide to *Roots & Shoots* in Tanzania," explains how to form and run *Roots & Shoots* clubs. This manual was introduced at teacher-training workshops and has motivated teachers to organize new clubs. The manual, done first in English, is being translated into Kiswahili.

India

Energy and Climate

GreenCOM Administrative Director Peter Spain recently developed a workplan with USAID/Delhi to conduct research, produce materials and conduct media training to support energy-efficient development. The project is part of the outreach and awareness activity of USAID's Greenhouse Gas Pollution Prevention Project in India. That project seeks to help India develop more energy efficient utilities and industries.

GreenCOM will first explore attitudes and current knowledge about global climate change, new mechanisms for national emissions trading including the Clean Development Mechanism (CDM), foreign direct investment, and the incentives/obstacles to new investments. GreenCOM is working in cooperation with Hagler Bailly and its NGO partner in India, Development Alternatives. In the spring GreenCOM will cooperate on a series of workshops for Indian journalists with the Public Affairs Office of the U. S. Embassy, USAID and the Tata Energy Research Institute. The workshops—to be held in several cities—will include general environmental information as well as in-depth information on industrial energy efficiency and the CDM. GreenCOM Resource Center Director Mary Paden will collaborate on these workshops.

energy efficiency, and marine protection in the Red Sea. It will also assist with First Lady Mrs. Suzanne Mubarak's, Environmental Library Program called "Green Corner."

To administer the project, GreenCOM's chief of party, Jestyn Portugill, returned to Egypt this fall where he had spent nearly six years during the past decade. He was joined in November by Cheryl Groff who completed an earlier GreenCOM project in Egypt. Other GreenCOM staff will offer their expertise from the home office.

Zambia

Hazardous Household Products

USAID/Lusaka requested GreenCOM services to address the issue of hazardous household products. GreenCOM contracted with the Chongololo Clubs of Zambia—established in elementary schools in the early 1970s and now one of the largest environmental youth programs in the world—to develop primary school educational materials on hazardous substances found in Zambian households, especially those dangerous to the health and development of children.

As a first step, GreenCOM consultant Prof. Jerome Nriagu, Professor of Environmental and Industrial Health from the University of Michigan's School of Public Health and Research Scientist at the UM Center for Human Growth and

Development, surveyed Zambians to assess the hazardous materials in their homes. He found an alarming array of hazardous products, as well as some very dangerous uses of products for purposes other than they were intended (e.g., some people use brake fluid as a remedy for skin rashes, head lice, and even ingest it for ringworm infestation!)

The Chongololo Clubs incorporated his findings into posters, pamphlets, booklets, and a radio program. The clubs will develop a dissemination strategy for these materials in concert with the Environmental Council of Zambia, and the Wildlife and Environmental Conservation Society of Zambia. The final versions of these products, based on that review, were submitted to GreenCOM in December and are available in the GreenCOM Resource Center.

GreenCOM Offers Expertise to USAID Missions

GreenCOM is the Environmental Education and Communication Project of the U.S. Agency for International Development. In 1993, the Agency launched GreenCOM to work with other projects in its portfolio, across sectors and across regions of the world, to help achieve a range of environmental and education strategic objectives.

The project's objective is to use communication strategies to promote environmentally sustainable development. We provide environmental education and communication (EE&C) expertise to USAID projects dealing with biodiversity conservation, water resource management, environmental policy, public participation, and urban problems such as solid waste management and recycling. While GreenCOM shares EE&C information with anyone interested in the field of environment and sustainable development through our Resource Center, all GreenCOM work in the field is conducted at the request of a USAID Mission or Regional Bureau or in collaboration with other Federal agency initiatives.

GreenCOM offers the following resources to Environmental Education and Communication practitioners:

- *Human Nature* newsletter in three languages
 - Practical books and reports on how to conduct EE&C programs
 - GreenCOM Resource Center with its on-line searchable database of 4,000 titles
 - GreenCOM website and publications list
 - Collaboration with environmental education professional associations worldwide.
 - Response e-line to research queries. Gcom@aed.org
- To request EE&C assistance from GreenCOM on a USAID project, contact Brian Day, Project Director at greencom@aed.org or USAID Project Officer Mike Philley at mphilley@usaid.gov. For more information on GreenCOM publications, visit our webpage (address below) or contact Resource Center Director Mary Paden at mpaden@aed.org

GreenCOM Changes

Mike Philley of the Global Environment and Energy Office replaced Kate Barba as GreenCOM Project Officer in September. Mike, who retires in September 2000, will hold the position until a new technical officer can be hired. Kate left USAID after six years to take a position as National Education Coordinator for Estuarine Reserves Division at NOAA also:

- Mary Paden, Former Environmental Education Director at the World Resources Institute, a policy research institute in Washington D.C., is GreenCOM's new Resource Center Director. She takes over from Carole Douglass, who joined the African Wildlife Foundation in Nairobi.
- Matilda Macklin became GreenCOM Program Assistant in August. She is also a graduate student in International Development at American University.
- Arif Ansar, who also works with AED's Research and Reference Service, joined the GreenCOM staff half time to coordinate logistics for a curriculum project in the Middle East.
- Atziri Ibanez, formerly of the National Wildlife Federation, joined GreenCOM in October to backstop several projects and to help prepare a new USAID proposal for Latin America.
- Fall intern Veronika Levine, an international studies student at Syracuse University came to us through the University's Maxwell-Washington International Relations Practicum program. Winter Intern, Nick Donlan is a student at Tuft's University in Boston

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